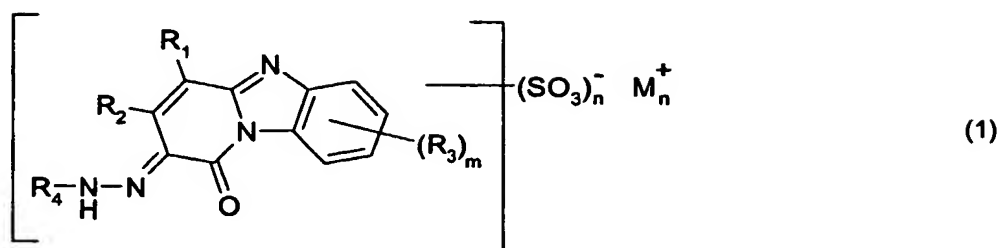


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What is claimed is:

1. An azo dye of formula



wherein

R_1 is $-\text{CN}$, $-\text{COOR}_5$, $-\text{CONR}_6\text{R}_7$ or a heterocyclic ring, R_2 is unsubstituted or substituted alkyl, unsubstituted or substituted aryl, $-\text{CF}_3$, $-\text{COOR}_5$, $-\text{CONR}_6\text{R}_7$ or $-\text{COR}_5$, R_3 is hydrogen, $-\text{SO}_3\text{M}$, alkyl, alkoxy, alkylcarbonyl, $-\text{NO}_2$ or halogen, R_4 is substituted aryl, substituted heteroaryl or an aryl- $\text{N}=\text{N}$ -aryl radical, wherein one or both of the aryl radicals in aryl- $\text{N}=\text{N}$ -aryl is/are unsubstituted or substituted, or a radical heteroaryl- $\text{N}=\text{N}$ -heteroaryl, wherein one or both of the heteroaryl radicals in heteroaryl- $\text{N}=\text{N}$ -heteroaryl is/are unsubstituted or substituted, R_5 is hydrogen, alkyl or unsubstituted or substituted aryl, R_6 is hydrogen, alkyl or unsubstituted or substituted aryl, R_7 is hydrogen, alkyl or unsubstituted or substituted aryl, M^+ is a cation, n is a number 1, 2 or 3 and m is a number 1, 2 or 3.

2. An azo dye according to claim 1, wherein R_1 is $-\text{CN}$ or $-\text{CONH}_2$.

3. An azo dye according to either claim 1 or claim 2, wherein R_2 is methyl, isopropyl, $-\text{CF}_3$, phenyl or p-methoxyphenyl.

4. An azo dye according to any one of claims 1 to 3, wherein R_3 is hydrogen, chlorine or $-\text{SO}_3\text{M}$.

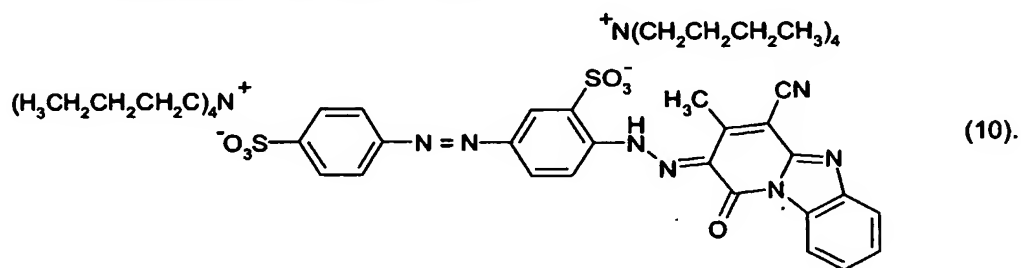
5. An azo dye according to any one of claims 1 to 4, wherein R_4 is phenyl substituted by methyl and/or by methoxy and/or by $-\text{NO}_2$ and/or by $-\text{CF}_3$ and/or one or more times by $-\text{SO}_3\text{M}$, or is phenyl- $\text{N}=\text{N}$ -phenyl, wherein one of the phenyl radicals or both phenyl radicals independently of one another is/are unsubstituted or substituted as indicated above.

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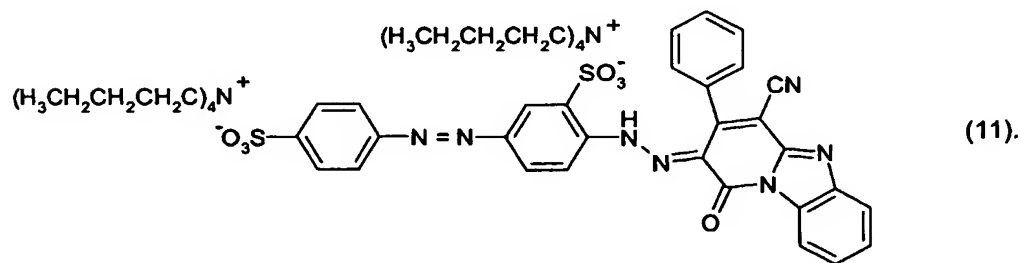
6. An azo dye according to any one of claims 1 to 3, wherein R_4 is naphthyl substituted one or more times by $-\text{SO}_3\text{M}$.

7. An azo dye according to any one of claims 1 to 6, wherein the cation M^+ is Primene 81, $\text{N}^+[(\text{CH}_2)_3\text{CH}_3]_4$, $\text{N}^+(\text{C}_{16}\text{H}_{33})(\text{CH}_3)_3$ or $\text{N}^+(\text{C}_{10}\text{H}_{21})_2(\text{CH}_3)_2$.

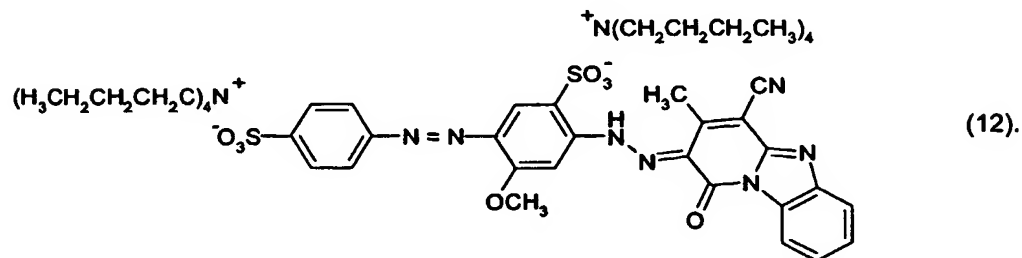
8. An azo dye according to claim 1 of formula



9. An azo dye according to claim 1 of formula



10. An azo dye according to claim 1 of formula



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11. A process for the preparation of an azo dye of formula (1) according to claim 1, in which a compound of formula



is diazotised and coupled to a coupling component of formula



wherein R_1 , R_2 , R_3 , R_4 and m are as defined for formula (1), the diazo component and/or the coupling component containing at least one sulfo group, which is subsequently neutralised with a suitable base containing the cation M^+ .

12. A process for the production of coloured plastics or polymeric colour particles, in which one or more azo dyes of formula (1) according to claim 1 is/are incorporated into those materials.

13. Use of an azo dye of formula (1) according to claim 1 in the production of coloured plastics or polymeric colour particles.

14. The coloured plastics or polymeric colour particles according to claim 12.

15. An aqueous wood stain comprising an azo dye of formula (1) according to claim 1.

16. A process for colouring wood, in which an aqueous wood stain according to claim 15 is used.

17. Use of an aqueous wood stain according to claim 15 in the colouring of wood.

18. Wood coloured according to claim 16.

19. A purely solvent-containing wood stain comprising an azo dye of formula (1) according to claim 1.

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20. A process for colouring wood, in which a purely solvent-containing wood stain according to claim 19 is used.

21. Use of a purely solvent-containing wood stain according to claim 19 in the colouring of wood.

22. Wood coloured according to claim 20.

23. A process for dyeing or printing semi-synthetic or synthetic hydrophobic fibre material, especially textile material, in which one or more azo dyes according to claim 1 is/are applied to the mentioned material or incorporated therein.

24. A process according to claim 23, in which the hydrophobic material, especially textile material, consists of polyester fibres.

25. Material dyed or printed according to claim 23.